



Courtesy
Number

The ROYAL

VOLUME TEN

THE COSTLIEST LUXURY IN THE WORLD— DISCOURTESY

"What a pleasant place this world would be were it not for courtesy."

This is, as you will notice above, the "Courtesy Number" of the ROYAL STANDARD. It seemed a subject of such vast possibilities for both good and evil that we have been tempted into devoting a separate issue to it.

What is courtesy? Webster defines it as "politeness originating in kindness and exercised HABITUALLY."

That is what we want courtesy to mean to every member of the Royal Organization—not a veneer or brittle polish over a boorish interior—a sheepskin over a wolf body—that is assumed just to make an impression—to be dropped again just as soon as occasion warrants—but a deep inbred politeness, a strength of kindly character, that is FELT rather than made ostensible.

Real courtesy is more than skin-deep. You may assume a voice silken and smooth as the waters of Minnetonka—you may bow low and raise your hat high—and yet, in the words of Will Rogers—have less courtesy than a cow.

It is rather trite to quote poetry, but in this general discussion of the subject, this little verse by Fields is more than appropriate:

"How sweet and gracious,
even in common speech,
Is that fine sense which men
call Courtesy!

Wholesome as air and genial
as the light,

Welcome in every clime as
breath of flowers,

It transmutes aliens into
trusting friends,

And gives its owner passport
around the globe."

Strangers into prospects!
Prospects into good customers! That is the magic alchemy of courtesy translated into terms of Royal Typewriter Service.

There are many, many little touches of good breeding and courtesy which a typewriter salesman will find the occasion to use. A ready smile—a firm, yet pleasant tone of voice—a careful choice of words calculated to show respect for the person

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Courtesy
Number

THE LIBRARY OF THE
ROYAL STANDARD

STANDARD

NUMBER SEVEN

JUNE BRINGS BIG BUSINESS

M. A. D. Contest for July Arouses
Immediate Response

The hot weather the country enjoyed during the month of June seemed rather to put a spur to the sales efforts of the branches than otherwise.

The month of June closed with a number of very fine records in all parts of the country that indicated peak business in these parts. The leaders were not restricted to any specific section of the country, but were widespread, proving that business this summer is running along on a very firm basis.

A few of the branches deserve particular mention. The Atlanta Office, under Mr. Mann, is usually one of the leaders, but in June, it lead the organization.

Kansas City, under Mr. Jones, also went well over quota, with our consistently brilliant Wellman of Louisville too well out in the lead.

St. Paul, showing fine, steady pace under Mr. Platz went twenty-five per cent. over quota.

Our new manager at Fort Wayne, Mr. John Shea, Jr., distinguished himself in his first month with the Company by making an M. A. D. and more than doubling his quota.

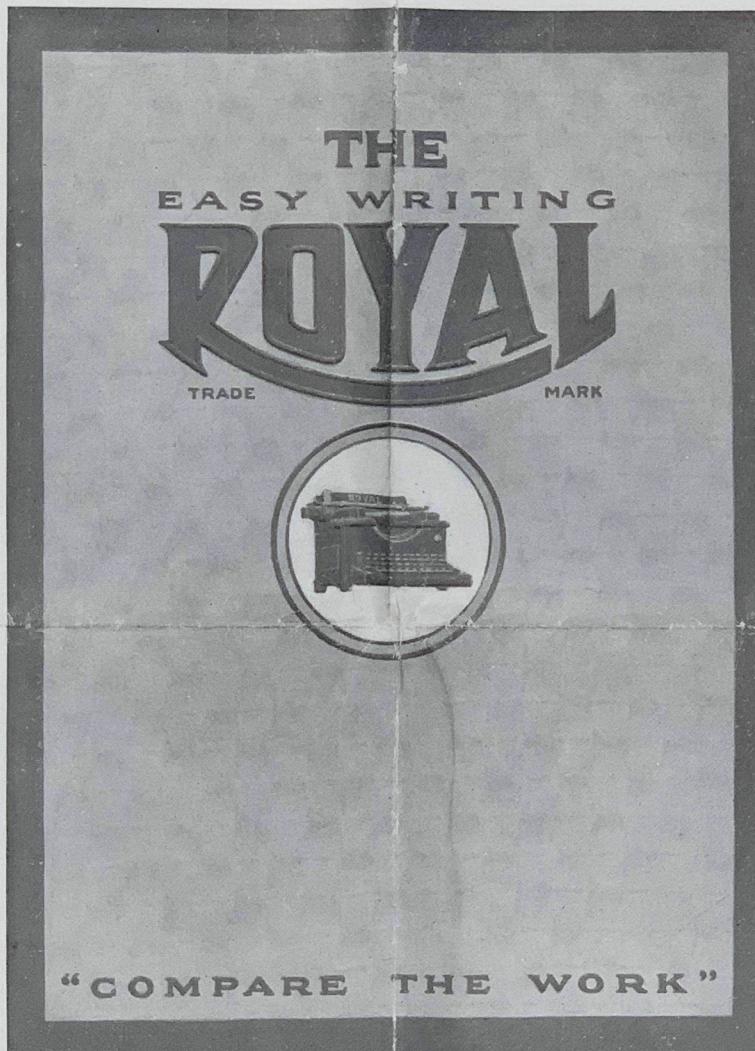
Jacksonville, Washington, Hartford and Oakland, too, share in high records which were made for the month.

Go-Getters Pen Contest

We expect July to be even a bigger and better month than was June, under the stimulation of an individual contest for those men who make their M. A. D. Every man in the domestic organization, branch and dealer, who makes his club record this month, is considered a real M. A. D. Go-Getter, and is entitled to one of the Order-Getters Fountain pens being offered as prizes.

This is a contest for which every Royal Salesman is eligible, whether he is an M. A. D. man now or not, because he has but to make the club for July to win this worth-while trophy. We hope to publish quite a list of real Royal Go-Getters in the next STANDARD.

THE NEW ROYAL CATALOG



The new Royal Typewriter catalog is just off the press and is now ready for distribution to branches and dealers. A reproduction of the cover is shown above.

This catalog is prepared in very beautiful and expensive manner, and is a true companion in quality to the Royal Typewriter itself.

Under the heading of "Twenty Reasons for Royal Superiority" it gives a brief but complete demonstration of the exclusive features of the Royal Typewriter, presenting them with pictures in an easily comprehensible manner.

Included in it also are pictures of the various models, samples of the various styles of type and a list of the 320 Royal sales and service stations throughout the United States and Canada.

The cover is richly embossed in blue and grey, and the book is one you will be proud to hand to your prospects and others interested in the Royal Typewriters.

addressed—a manner that is friendly and yet not too familiar—all of these contribute to the general impression of courtesy which you desire to make upon your prospect.

The typewriter salesman transacts a good deal of his business with the gentler sex.

In fact, it is the girl who is the "ultimate consumer" in the typewriter business.

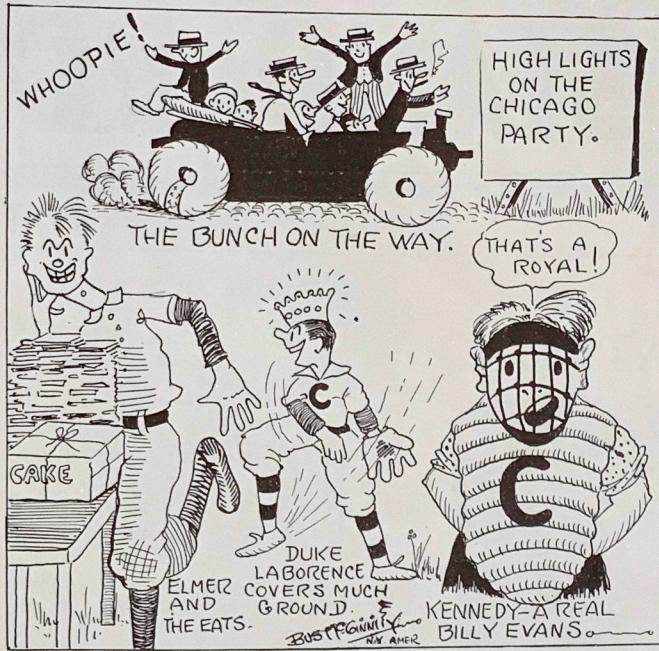
Women are much more susceptible to impressions than are men. A woman is very apt to rely on her instinct to like or dislike a salesman, and her prejudice either way

will have an all-important bearing on her reception to his business proposition.

That is why courtesy is the most expensive of luxuries. The company you work for is dependent upon the typewriter using public for

(Continued on page 5)

Chicago Staff Has Great Outing



Ten high powered automobiles, thirty-five care-free men, athletic equipment, and enough refreshments to feed a small sized city left the Chicago office precisely at noon on June 6th for a jolly good time at the Forest Preserve in Riverside, Ill.

The main event for the afternoon, a ball game between the Service Men and the Salesmen will long be remembered by the participants and those interested onlookers on the side lines. Boy! what a whale of a game it must have been—sizzling line drives, one hand stabs, shoe string catches, and almost every other trick of the baseball diamond.

Al Tomek, Service Foreman jumped into the Fountain of Youth when he hit a slashing two bagger to left field. Duke LaBorence, fleet as a deer covered acres of territory until he encountered one of those sizzling line drives which nearly put

him out of commission, but luckily his Elgin stopped the ball before any damage could be done. Larsen played a regular Roger Hornsby game, getting five clean hits. No casualties were reported so we presume the umpiring of the Goldblatts was satisfactory. The effective pitching of Mockert together with wonderful support enabled the Service Men to down the Salesmen, although by very close margin.

The game over, the Royal crowd satisfied their outdoor appetites by devouring all the food brought along. Too bad the containers were not made of pie-crust or something else fit to eat—they would have been consumed without much trouble.

All in all, the bunch enjoyed themselves immensely, so much in fact that another outing is planned for the very near future.



The Gang



A Group of Hard Hitters
Goldblatt Hamil Larsen Nuhn Johnson

Some of Our Most Successful Managers on "Courtesy"



E. G. Dodge, Baltimore

Courtesy is the power that creates favorable impressions and is an unseen force that builds goodwill. Courtesy comes from within and is the result of thoughtfulness and a desire to serve. It costs nothing to be courteous, yet there is nothing that pays greater dividends. Service is the outcome of courtesy. It is the duty of every Royal employee to be courteous to everyone at all times. The Public demands courteous treatment and favors an Organization that renders it. This applies to business, social and religious life.

Courtesy is synonymous with the name "Royal" and both go hand in hand. Our Organization has a duty to perform in upholding the name "Royal" which means superiority. We have built up our prestige and representation on this feature and now it is up to everyone, when called upon to render service, to render courteous service.

Good sense is the prime foundation of good manners and courtesy is always a great asset. You are judged by the courtesy of your approach, the courtesy of your smile, your voice and by every action. Be courteous always and in all ways and you will not only be happy but you will make others happy. You succeed only as you serve and the best way to serve is to smile and be courteous.

J. W. Mann, Atlanta

In salesmanship, talking commonsense and making the customer see the proposed transaction from your viewpoint is, in my estimation, the first requisite. Next in importance is the much abused word "Courtesy." Courtesy is something that cannot be feigned but must be imbedded in the salesman's makeup just as much as character.

The sale of a Royal Typewriter is not the mere signing of an order, delivery, and collection of the account—The sale when made must be followed constantly—courteous calls made by the salesman when in that immediate vicinity, courteous repairmen in touch with the customer when required, and a courteous employment department to render service with the least possible inconvenience to the customer.

Courtesy is something that costs us nothing but means much to the customer. It will bring many repeat orders to the salesman who is far sighted enough to use it and on the other hand the lack of its use at the proper time loses many orders unknown to the salesman.

My definition of courtesy is the giving of just a little bit more than you are expected to give, whether by word or deed and the true test of courtesy comes in losing an order courteously. How many of us do that? A sincere thanks for the consideration you have received, along with the assurance that next time a purchase is considered your appreciation will still be as great, will many times make a sale for you at some future date.

Royal Operators Win Maine State Contest



Miss Semple
The Winner

Miss Mildred Semple, whose photograph we are reproducing in this number of the Standard, won the Amateur Typewriting Championship of Maine at the contest held at Bangor, on Saturday, May 23. Miss Semple is a senior at the Caribou High School. Typewriting students from all parts of the state, representing twenty-three different schools, competed in this class. Miss Semple made a record of 77 words

per minute for fifteen minutes. She was awarded a silver loving cup and card case containing a certificate. She is also entitled to a scholarship of six months at the Maine School of Commerce.

We are also reproducing photographs of the Royal operators who won second, third and fourth places in this contest. Their records are as follows:

Dorothy Dodge, Brewer High School, Brewer, Maine..... 69
Germine M. Fortier, Stephens High School, Rumford, Maine 66
Edna Mae Dumond, Oldtown High School, Oldtown, Maine 65

On June, 6, Miss Semple won the Aroostook County Championship by writing 76 net words per minute, thus demonstrating the fact that she is a real champion. She received her typewriting instructions from Miss Bertha Garland, a very competent teacher, and one who is firmly convinced that the Royal slogan of "Accuracy First" is the proper method to use when training her students.

We extend to Miss Semple and the students winning second, third and fourth places our heartiest congratulations. They made excellent contest records.



Top—Miss Dodge
Left—Miss Fortier Right—Miss Dumond

Courtesy never gained anyone anything worth having and certainly to my knowledge has never sold a typewriter for me, therefore I endeavor to be courteous under all conditions—sometimes we fail but in the aggregate the results are worth the effort.

G. C. Kinnaman, Columbus
First of all, what is courtesy? We must not confuse courtesy with timidity or lack of initiative. A salesman can be courteous and at the same time bold and fearless in his tactics.

Some salesmen try to be courteous by agreeing with and accepting all the views of the prospective purchaser, even to the point that he does not need a new typewriter. This is timidity rather than courtesy.

Real honest-to-goodness courtesy, the desire to do good, is one of the greatest assets a salesman or business man can have. Without it, few succeed. It inspires confidence and respect for both the man and his proposition, and where is the customer who is not more easily influenced and

(Continued on page 3)

A Phew Phormulas Phor Phoning

Use a grindstone on your voice—take off the rough edges.

"Life is not so short but that there is always time enough for courtesy."—Emerson.

Remember, a smile can be heard as well as seen. Give one to the party on the other end of the telephone line.

A pleasant greeting over the telephone is just as necessary as a friendly handshake when you meet.

We can't all have "voices that drip mellow honey," but we CAN let them convey friendship and good will.

Many a lost temper has resulted in a lost customer. Keep a cool head. Your job demands it.

CARRIAGE FITTING AND ADJUSTMENT

Many machines having parts properly manufactured to size and requirements, have been considered failures because the technique and skill in fitting and adjusting has not been adequately developed. Parts may be assembled together, but if the movements of the parts are not coordinated so that friction and wear is removed and a smooth silky action results, then all the fine manufacturing ability and facilities go for naught.

A typewriter properly assembled and adjusted is a wonderful instrument, giving to the business world a means of efficiency and untold advantage. Improperly adjusted, it becomes a drag and an impediment to the last degree. Instead of usefulness, it becomes a burden, slowing up the impetus of the business efficiency in office, factory or warehouse, causing endless snarls, delays and friction. The typewriter manufacturer realizes this, and in our plant tremendous efforts and energy are being continually directed to having not only the best manufactured machine, but the best adjusted machine as well; not merely adjusted by having a screw tightened here and there, not putting more tension on a spring here and there, not fitting this or that part a little closer, decidedly not. You can only provide successful adjustments when you have made it possible that parts are designed and made for a specific purpose and operating satisfactorily within certain tolerances, with the least friction and wear. That's fundamental, isn't it?—but it's a big job and its accomplishment brings the market of the world nearer to us.

Perfect Fit to 2/1,000 of an Inch

To the man not familiar with modern manufactured articles, the statement that our carriage rails are within two thousandths of an inch of being perfectly straight, seems incredible and he simply can't figure it out. It seems absurd to him to attempt to manufacture to such a minute degree, yet, to the experienced manufacturer and engineer, this means high grade quality work that is absolutely required in instruments or machines working day in and day out, year in and year out, meeting all kinds of operators, all kind of abuse, all kinds of tests and all kinds of uses.

Look into Photo No. 1, Front, and see these men assembling and fitting the Royal Carriages to the Rails. All of our salesmen and users agree that the quality work of the Royal Typewriter is greatly influenced by the smooth, even operation of the Carriage, rolling on ground steel Rails superbly fitted by the wonderful skill of the fitter.

Highly Trained Adjustors

In the same Photo No. 1, back of the Carriage fitters, are a corps of trained men who do the adjusting of all mechanisms on the Royal machine. These men receive the machine with the majority of the parts assembled and their work consists of fitting and adjusting the complete machine to

meet the standard requirements. To insure high quality adjusting, these men are brought to this operation after being thoroughly trained in our school at the plant where for many weeks they are shown how and why adjustments are so vitally important to the easy running and smooth running Royal Typewriter. Standardized methods are taught them by capable high grade instructors.

Their work is also under the constant supervision of inspectors who are checking for quality as required, yes, demanded in the finished machine. By this school, we not only help to build good typewriters, but we build into the men a sense of real responsibility that they owe to the customer. This training naturally develops the judgment, mental attitude and esprit de corps necessary to good workmanship.

From the records these men produce, comes the progressive advancement and promotion made possible by the management, realizing as President Smith has quoted "That to build well you must treat well the men who make the product. That to serve the users well, we must serve equally well the makers."

Thus, the quality in men produces the quality of their workmanship. No machine is better than the men who built it.



Assembling and Fitting Royal Carriages to the Rails

Service Dept. Standings for May

DIVISION NO. 1

Chicago Again Leads

In the last issue of the ROYAL STANDARD we mentioned the fact that our Chicago Service Department is always around the top. They have backed up our statement by gaining first place for May. If you were to ask Mr. Tomek, the foreman, how he does it he would probably say, "hard work."

Mr. Walker, our foreman in Kansas City gave Chicago quite a battle, but was forced back to second place. Kansas City held first place during April. Let's see you force your Department up to the peak again.

Mr. Pittard, of Atlanta and Mr. Becker, of Buffalo, are entitled to third place honors and it is up to them to divide the spoils equally. This shows us that both Departments worked very hard in order to reach the high places they hold.

Below is a list showing the respective standing of each Department:

1—Chicago 5*	12—Pittsburgh 4*
2—Kansas City 5*	13—Los Angeles 4*
3—Atlanta 4*	14—Indianapolis 3*
4—Buffalo 4*	15—New Orleans 5*
5—Baltimore 4*	16—Washington 2*
6—Portland, Ore. 1*	17—Philadelphia 3*
7—Boston 5*	18—Dallas 2*
8—Hartford 4*	19—Louisville 3*
9—Detroit 5*	20—Cincinnati 3*
10—St. Louis 5*	21—San Francisco
11—New York 2*	

DIVISION NO. 2

It is a pleasure to announce that Mr. Martell, Foreman of our Grand Rapids Service Department, has earned first place for the month of May. Mr. Martell stepped in as Foreman when a vacancy occurred and he is making good. If a new man can do it everybody can.

Birmingham under the leadership of Mr. Hutchinson managed to climb to second place for May. Birmingham can always be found around the top. We expect to see this Department earn the big prize very soon.

Mr. Moehrig, Foreman of our San Antonio Department, climbed to third place and beat out many of

the second division in the race for a berth among the first three for May. Keep it up San Antonio.

Below is a list showing the respective standing of each Department:

1—Grand Rapids 1*	25—Memphis 2*
2—Birmingham 5*	26—Rochester 2*
3—San Antonio 2*	27—Paul 1*
4—Richmond 3*	28—Bangor 2*
5—Baltimore 5*	29—Denver
6—Fort Wayne 1*	30—Des Moines 3*
7—Springfield, Ill. 4*	31—Evansville
8—Wichita Falls 1*	32—New Haven 1*
9—Jacksonville 4*	33—Peoria 1*
10—Newark 4*	34—Providence 1*
11—Akron	35—South Bend
12—Dayton 2*	36—Springfield, Mass.
13—Oakland 1*	37—Worcester 2*
14—Waco	38—Omaha 2*
15—Youngstown 3*	39—Scranton 3*
16—Davenport 3*	40—Houston 2*
17—Duluth 3*	41—Johnstown
18—Toledo 1*	42—Seattle 1*
19—Portland, Me. 1*	43—Fort Worth
20—Milwaukee	44—Columbus
21—Harrisburg 4*	45—Rockford
22—Erie 2*	46—Albany 1*
23—Little Rock 1*	
24—Fresno 1*	

CANADIAN SERVICE DEPARTMENTS

Month of May, 1925

During the month of May, Montreal moved up into first place. Mr. Cox, our Foreman at this point is

out to make a record and it will mean that Messrs. Desjardins and Edwards of Ottawa and Toronto will have to speed up production.

Everybody reads the ROYAL STANDARD with interest and especially the Service column which tells a whole story at one glance.

Below is a list showing the respective standing of each Department:

1—Montreal 1*	2—Ottawa 3*
3—Toronto 1*	

COURTESY

(Continued from page 2)

brought to the salesman's point of view when he realizes that the salesman has a real respect for him and an interest in his welfare and the welfare of his business, and does not merely desire to wheedle him out of his money.

Without courtesy and consideration for the rights of the other fellow, all other good qualities fall flat. One may have ever so good an article, but who is going to consider it, when they have their feathers all ruffled up by

some discourteous act of the salesman. Our business is to interest people in our product, and while we have to dominate the situation, still we should not assume a domineering attitude. I have respect for what the other fellow has to say and his judgment.

This can be done without allowing him to convince you that there is no chance of selling him, and at the same time make him more amenable to your arguments. No matter how trying a situation may be, nothing can be gained by distasteful methods and prestige already gained may be lost. Courtesy makes more pleasant and better business relations, and better business relations mean more business both through favor and recommendation.

We should not overlook the fact that business courtesy can be shown in other ways than in personal contact with customers. Business letters should be answered promptly and various requests should be taken care of promptly and efficiently. In fact, courtesy should be shown in every way possible to create respect for our company and its business methods.

Dealers' Honor Roll—June

Gurdon R. Abell, Inc.
Brewington Typewriter Exchange 3*
Roy A. Davis 6*
J. C. Duell Sales Company 6*
Ervin Typewriter Exchange 3*
Galesburg Typewriter Exchange 2*
B. M. Gragg 2*
H. D. Happy 2*
Haynes & Ratliff 3*
Leonard Hill—Canadian Dealer 2*
W. E. Jackson 2*
C. C. & H. C. Macomber 3*
Naegle Printing Company 3*
A. G. Packard 4*
Parker's Book & Music Store 4*
G. A. Pearce 5*
W. W. Prior 6*
J. E. Richardson 4*
H. J. Roof 6*
L. E. Speice 4*
E. F. Winfield 3*

Dealers Making M. A. D. for May

Mrs. S. D. Hendley (Seal),
J. C. Duell Sales Co.
Mr. G. E. Lucas (Rings), J. C. Duell Sales Co.
Mr. R. Ring (Seal), Carolina Typewriter & Office Supply Co.
Mr. Myers (Wallet), H. J. Roof.
Mr. H. J. Roof (Seal).
Mr. W. W. Prior (Seal).
Mr. J. E. Gaffaney (Seal).
Mr. R. G. Nichols (Seal).

Kansas City Contest



In a recent issue of the ROYAL STANDARD we announced a contest within the sales organization of the Kansas City Office for several cash prizes—the duration of the contest being three months—May, June and July.

Mr. G. P. Johnson, who made his first M.A.D. just a few months back, won the first prize. We understand from Mr. Jones that Johnson is a real "comer" and has a very promising future in the typewriter business.

The second prize was won by Mr. J. Bowron, another real go-getter of Mr. Jones' force.

During July and August, another contest is being fought inside this live organization, for a silver loving cup. We shall be interested in hearing the results of this contest.

Apologie

The following dealers ought to have been listed in the June Royal Standard, but for some reason were omitted:
Mr. G. N. Paxton, Bloomington, Ill.
Mr. E. H. Benson, Canton, Ohio.
Mr. J. K. Prather, El Paso, Texas.
We are very sorry the omission occurred, and extend our apologies.

THE ROYAL STANDARD

DEALERS' SUPPLEMENT

New Slides for Motion Picture House Advertising



The lantern slides shown above are now ready for distribution to Royal Representatives the world over. They may be obtained in both English and the foreign languages.

In the designing of these slides, we have departed a bit from our usual custom and clipped the reading matter incorporated into each to a bare minimum, letting the picture tell the story.

The cuts above do not do justice to the slides, because we are restricted to black and white. All of them are beautifully colored and will rivet the attention of an audience by their beauty alone.

When ordering these slides, give the name and address you wish shown on the slide. This will be lettered in before the slide is sent you.

PALESTINE'S ROYAL DEALER

One of the reasons why so many large concerns have chosen the "Easy Writing Royal" as their standard typewriter equipment is because they know that they can depend upon prompt, and capable service, no matter in what part of the United States they may send their typewriters.

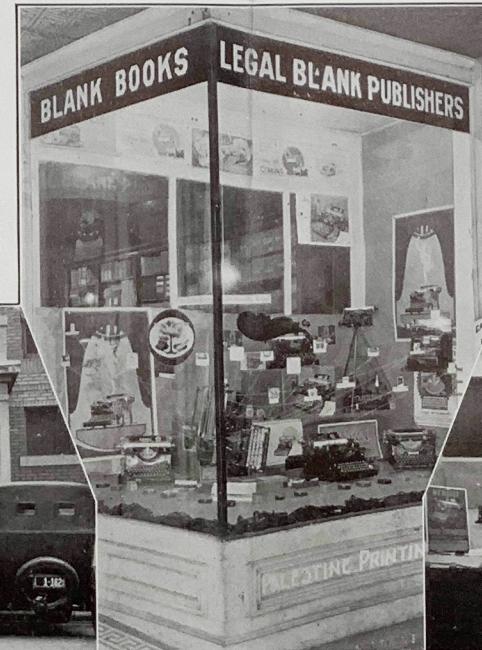
The views which were sent to us by Palestine Printing Company, Royal dealers at Palestine, Texas, serve to illustrate the above point.

The main office of the I. G. N. Railway Company is located at Houston, Texas, and when they purchased a quantity of our machines they asked to have some of them delivered to their office at Palestine so our dealer saw to it that the nineteen Royals were properly installed. This is one of the many instances where a dealer has co-operated with a branch in making delivery to a Branch office of a large concern.

One of the views shows a Royal suspended in one of the windows and the twenty exclusive Royal features indicated on a card with a ribbon pointing to the feature on the machine itself.

This Company has been our dealer for many years and is well known in Palestine and the surrounding territory as a Royal Sales and Service Station.

Lower Left—Truck Leaving Warehouse with Typewriters for I. G. N. Railroad

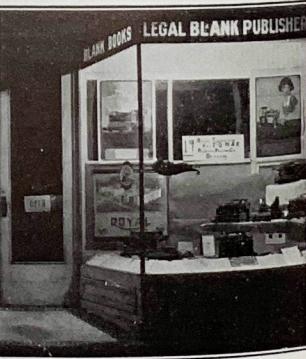
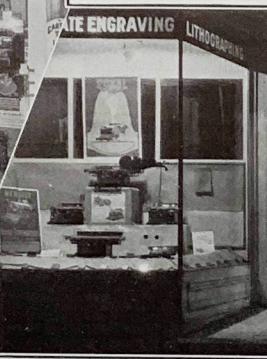


Left—View of Royal Display

Below—Front Window of Palestine's Store

We have advised our dealers that we can furnish them with a supply of colored proofs of the Royal ad which is appearing on the back cover of many magazines this summer. When Mr. A. L. Deal sent in his order for these proofs he told us that he intended to have them imprinted and use them as his letter heads on special occasions.

Mr. L. S. Beaupre is the new proprietor of the Smith Typewriter Exchange at Saranac Lake, New York.



Dealer News

We have lost a loyal and conscientious dealer in M. E. Bacon, of Hopkinsville, Kentucky, who died during the past month.

His friends in the Royal ranks join us in an expression to his bereaved family of our deepest sympathy.

* * *

A newspaper clipping sent to us by W. W. Hall our dealer at Bloomington, Indiana, discloses the fact that Howard H. Marlin, a typewriter salesman of ability is now a partner of Mr. Hall.

When the Model No. 5 Royal was manufactured by us Hall & Marlin were selling them in Arkansas and now that they have joined forces again we are confident they will repeat and even beat their old Royal selling records.

* * *

Mr. E. N. Pattillo, President of the Typewriter Exchange, 1203 Lady Street, Columbia, South Carolina tells us that they have obtained some good results from their advertisement appearing on a paper weight mirror which they have been giving to their customers and prospects.

The paper weight and mirror is about three inches in diameter and one-half inch. One side has a neat advertisement of our dealer and in the reverse or back of the weight a mirror is inlaid.

Many repair jobs and supply orders have been traced to these advertisements and while the initial cost of them was rather expensive they are valued by the recipients and are kept in a prominent place on the desk of the office manager.

* * *

S. W. Grant, of Beaumont, Texas, made arrangements with the local magazine distributor to have his name and address stamped on the back outside cover of "True Story Magazine" of the issue containing our summer advertisement. "Nothing like telling the world you are the Royal dealer" says Grant and we agree with him.

* * *

During June we had the pleasure of greeting Manager Mr. H. B. McFarlane of the Modern Office Appliances Ltd., Winnipeg, Manitoba, Canada. In view of the favorable crop conditions reported to us by Mr. McFarlane, our Canadian dealers should enjoy a fine business year.

* * *

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* * *

Mr. L. S. Beaupre is the new proprietor of the Smith Typewriter Exchange at Saranac Lake, New York.

ROYAL DEALERS ATTEND BERLIN BUSINESS SHOW



During the latter part of May, the widely heralded Business Show was held at Berlin, Germany. The exhibition was exceptionally well attended and proved to be a pronounced success. Mr. Alfons Kricke, who is at present handling the Royal in Berlin, arranged a very impressive Royal typewriter display that stood out prominently among the many makes of typewriters that were represented at the Show.

Mr. T. T. Malleson, our Foreign Sales Director, who was in Berlin while the Show was in progress, thought it a most opportune time for a gathering of the Central European Royal dealers. As a result, there was a very representative attendance of the dealers which resulted in a great deal of general discussion of matters pertaining to the development of Royal business in their respective markets.

Above we are reproducing a photograph which was taken while these representatives were present at the Royal booth. The gentlemen shown are: (1) Mr. Muggli, Zurich, (2) Mr. Pietsch, Cologne, (3) Mr. Schiller, Linz (Austria), (4) Mr. de Flines, Amsterdam, (5) Mr. Kricke, Berlin, (6) Mr. Smith, Amsterdam, (7) Mr. J. Foist, Prague, (8) Mr. Kartal, Bucharest, (9) Mr. Ehrlich, Vienna, (10) Mr.

Malleson, New York, (11) Mr. A. Foist, Prague, (12) Mr. Lauterbach, Vienna.

It is certainly gratifying to know that these dealers have the interests of the Royal so much at heart as was evidenced by this friendly union. Their spirit is highly commendable. Mr. Kricke is deserving of special mention for the excellent work done in connection with the display of the Royal at this Fair.

DISCOURTESY, THE GREAT LUXURY

(Continued from page 1)



Mr. Foist

its very existence. Every girl who uses a typewriter is a prospective customer. Every man in a business organization may someday have something to do with the purchase of a typewriter. You can never calculate the evil a harsh word or an uncivil act may bring upon your company, and eventually yourself.

Royal salesmen have in their keeping a very precious and important Company Asset, that is bigger and more costly than any item on the balance sheet. It is the weight of Public Favor—the good feeling of the great typewriter using public.

The Company cannot afford to employ a man who squanders that asset—whether he does it deliberately or through lack of knowledge of what the results of his courtesy will be.

So, no matter whom you call upon—no matter what your service in the Company is—treat folks the way you yourself like to be treated—Make Courtesy a Habit. Your loyalty to your company demands it of you.

MR. JOSEF FOIST VISITS ROYAL HEADQUARTERS

It was indeed a keen pleasure for us to welcome to New York and America, Mr. Josef Foist, the amiable gentleman who has for the last five years represented the Royal typewriter in the Czechoslovakia Republic.

Mr. Foist arrived on the S. S. "Aquitania" on Friday, June 5, accompanied by Mrs. Foist and Mr. B. Z. Nekovarik, his English correspondent.

Since this was Mr. Foist's first visit to America, it proved to be an extremely busy one. Just a few days after his arrival, Mr. Foist and his party spent several days in Hartford, during which time they paid an extensive visit to the factory. Mr. Foist was very much impressed by the ease and efficiency with which the many operations at the plant were handled and he expressed his conviction that conditions there were ideal and in strict keeping with the high quality of the Royal typewriter.

Mr. and Mrs. Foist also spent considerable time travelling through the Great Lakes region, having visited Niagara Falls, Buffalo, Detroit (where they were conducted through the Ford plant), Chicago, Rockford, Ill., and from there to Washington, D. C.

Mr. Foist is today credited with having one of the most efficient typewriter selling organizations in the Czechoslovakian Republic. In practically every city of any importance, he has established sub-dealers who are doing very fine work in placing Royal business in that country on a sound basis which is daily gaining

for them an ever strengthening foothold in that market.

A short time before leaving Prague for America, Mr. Foist sent us the photograph reproduced below and this picture shows the staff of Mr. Foist's head office at Prague. Reading from left to right, they are: Mr. V. Foist, agent, Mr. Josef Foist, our dealer, Mrs. Josef Foist, Mr. K. Heinl, agent. Standing—Mr. F. Mojzis, agent, Mr. B. Z. Nekovarik, English correspondent, Mr. L. Foist, agent, Miss B. Dittrichova, stenographer, Mr. A. Foist, agent, Mrs.

A. Stribova, bookkeeper, Miss V. Cechova, steno-typist, Mr. J. Trousek, stenographer, Miss V. Bucila, Mr. L. Bernard, German correspondent.

Mr. Foist's visit to Royal headquarters has afforded us a splendid opportunity of becoming better acquainted with him in a personal way. The various discussions regarding our mutual interests in Czechoslovakia have done much in further cementing the friendly ties that have made our relations with this gentleman so pleasant and agreeable during the time

he has been our representative. There is no doubt but that the free exchange of ideas during Mr. Foist's stay will prove mutually beneficial in the future development that our dealer is planning for the wider distribution of Royal typewriters in his country.

Our friends sailed July 1, for the return journey to their home-land, leaving on the S. S. "Aquitania." We all thoroughly enjoyed having Mr. and Mrs. Foist and Mr. Nekovarik with us and we greatly hope that their visit to America will long be remembered as a very pleasant one.



Visitors from the West Indies

Mr. T. Geddes Grant, head of the firm of T. Geddes Grant, Ltd., which has for many years represented the Royal typewriter in the British West Indies, paid our New York headquarters a surprise visit on June 17. Unfortunately, Mr. Grant could remain with us only a few hours, as he was on his way to Toronto, from whence he planned to leave for a visit to his home-land—England.

While he was here, Mr. Grant informed us of the lamentable death on May 22 of Mr. James Woodley Slack, who for several years was manager of his firm's Jamaica Branch. Mr. Slack's ability as an organizer and his charming personality had won for him merited success in the Grant organization. His passing will long be keenly felt by a host of friends and acquaintances.

Brief though it was, we were delighted to have had Mr. Grant call on us. We sincerely hope that he will thoroughly enjoy his holiday abroad and that we may soon have the pleasure of seeing him again.

Another recent visitor from the West Indies was Mr. Antonio P. Paez, head of the Remington Cash Register department of Texidor Company, Limited, Havana, dealers for the Royal typewriter in Cuba. Mr. Paez was able to spend a few days with us, during which time he paid a visit to the factory at Hartford. After visiting various other cities in the Eastern United States, he left for Havana, where he will again take up his work with renewed zeal.

MACHINE-A-DAY CLUB FOR JUNE

With five new members, and a good number of repeaters, the Machine-A-Day Club made an excellent showing in June. We are listing all the members, both in the branches, Dealers' Department and Foreign Department. We are listing the entire membership, the asterisks as usual indicating the members who have made the club in the present month, and the number beside each name indicating the number of repeats credited to him.

NEW MEMBERS

C. W. PUTNEY
BostonS. M. MALONE
AtlantaJOHN SHEA, JR.
Fort WayneC. E. SMITH
ProvidenceP. D. SNOW
St. Paul

AKRON L. J. Michel
ATLANTA C. C. Crawford 3*
S. N. Malone 1*
J. W. Mann
T. C. Pittard
BALTIMORE E. G. Dodge
P. F. Hambach
J. A. Jean
J. C. O'Keefe
BANGOR H. W. Boshan
BIRMINGHAM A. Patterson
BOSTON D. R. Austin
I. C. Barlow 6*
H. E. Burton
F. L. Crocker
F. J. Edwards
G. H. Palmer 4*
C. W. Putney 4*
B. W. Simpson
BRIDGEPORT J. F. Dacey
BUFFALO George Hauptman
W. W. Hodgeson
C. M. Pillow
W. W. Tregever
CHICAGO A. G. Freeberg
R. C. Goldblatt
B. P. Hamil
R. F. Hoyt 2*
E. H. Johnsons
J. C. LaBorence
W. B. Larsen 16*
H. D. McCann
H. Nuhn
A. J. Redding
J. M. Roberts
A. C. Wheeler 4*
L. E. Wilson
CINCINNATI S. D. Wakefield 13*
CLEVELAND M. C. Hull
E. H. Krall
W. H. Peate
W. C. Rodgers
COLUMBUS L. V. Bell
G. C. Kinnaman
DALLAS A. C. Reed
DAVENPORT G. D. Lawless 4*
DAYTON O. P. Gilmore
DENVER W. H. Mitchell
DES MOINES P. S. Jones
DETROIT C. Bailey
C. W. Knox
E. L. Owen
L. D. Teeters 10*
K. F. Walker
O. T. Wheaton

ERIE C. V. House
FORT WAYNE John Shea, Jr.
FORT WORTH P. H. Billman
FRESNO H. H. Tomkinson
GRAND RAPIDS E. E. Jones
C. D. Walker
HARRISBURG S. H. Lamont
W. C. Whiteman
HARFORD W. C. Bartley 2*
H. F. Brainerd 31*
J. L. Cook 3*
J. F. Gilligan
HOUSTON W. H. Courtenay
INDIANAPOLIS W. S. Orvis
W. F. Teer 13*
JOHNSTOWN A. E. Hanna
T. M. Patterson
KANSAS CITY F. W. Heckett
G. E. Johnson
P. W. Jones 29*
LOS ANGELES R. D. Andresson
G. G. Ralls
LOUISVILLE J. T. Wellman 31*
R. S. Williams
MILWAUKEE W. A. Partee
MINNEAPOLIS M. E. Bailey 2*
NEW HAVEN W. A. Mulligan
NEW ORLEANS H. J. Calhoun
W. J. Creger 7*
F. Pritchard
NEW YORK D. J. Allington 31*
H. W. DeMott
W. B. DeRango 12*
C. K. Freudenthal
T. M. Gleason 29*
J. M. Goodwin
Graf
G. M. Guest 30*
J. E. Guy 10*
H. C. Hess
L. Kornfeld
L. Kugel 8*
L. E. LeMaster
F. J. Mathews
P. Mittenweig
D. D. Raine
G. Rannenberg 16*
R. C. Robinson
I. Rubin
J. Schwartz 19*
N. Sykes
G. N. White
OAKLAND J. E. Geissinger 4*

PHILADELPHIA L. A. Dunn
H. K. Goslin
H. C. Pindar
E. V. Sherry 7*
C. F. Tregear
J. W. Turner
PITTSBURGH A. R. Davis
J. E. Eskay 2*
M. V. Miller 31*
PORTLAND, ME. W. E. Ayers
PORTLAND, ORE. H. J. Brown
E. Gray
G. D. Roe
C. E. F. Russ
PROVIDENCE J. H. Alden
E. D. Crandall
I. L. Schora
C. E. Smith*
RICHMOND A. Bartlett
ROCHESTER G. C. Johnson
SAN ANTONIO E. M. Bell
T. Jackson
E. C. Phillips
SAN FRANCISCO D. G. Becknell
C. H. Billington
J. C. Deardorff
A. F. Lines
A. W. Morf
P. Pearson
D. B. Starrett
SCRANTON C. C. Waters
SFATTELL H. D. Hoyt
SOUTH BEND Bert Mowers
SPRINGFIELD, MASS. L. B. Behan
ST. LOUIS G. M. Davis
J. H. Kennedy
H. H. Nunamaker
L. F. Reynolds
C. D. Sparwasser
L. E. White 10*
ST. PAUL D. M. Elliott
L. A. Platz
P. D. Snow *
TOLEDO E. L. Knott
WASHINGTON H. D. Cashman 7*
S. E. Richter 10*
H. L. Rudnick
E. C. Weeks
WICHITA FALLS J. B. Reighard
WORCESTER A. R. Smith 12*

Dealers' Machine-A-Day

(January to May)

Mrs. S. D. Hendley 5*
J. C. Duell Sales Co.
Mr. R. G. Nichols 5*
Mr. E. G. Gardner 5*
Mr. W. W. Prior 5*
Mr. H. R. Roof 5*
Mr. R. R. King 4*
Carolina Typewriter &
Office Supply Co.
Mr. J. C. Good 3*
Tulsa Typewriter Co.

Mr. H. J. Smith 3*
Mr. E. H. Benson *
Mr. F. J. Hakele 2*
Mr. F. Myers 2*
Mr. J. Roof T. W. Ex.
Mr. W. W. White
T. H. Payne Company
Mr. G. E. Lucas
J. C. Duell Sales Company
Mr. R. A. Samson
J. C. Duell Sales Company

Mr. R. N. Pound
Mr. H. G. Bancroft
Mr. O. G. Penegar
Pound & Moore Co.
Mr. L. Barber
H. J. Roof T. W. Ex.
Mr. R. H. Preston
Mr. J. C. Duell

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company, Ltd.

T. G. Lewis, Ottawa

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt
2—J. Harrison *
3—F. Tree
4—H. W. D. Bue
5—C. Salter
6—H. Herman *
AUSTRALIA—Sydney Pincombe, Ltd.
1—W. J. Sheehey
2—R. G. Hood
3—E. W. Rutledge
CZECHOSLOVAKIA—Joseph Foist
1—Alois Foist
2—L. Mazanek
5—Ladislav Foist
MEXICO—M. E. Ray & Company
1—Alfredo Aguirre
2—Alonso M. Garza
3—Alfredo Garza
4—Carlos S. Garza

7—J. Sears
8—W. H. Roberts *
9—W. D. Morgan
10—B. Harris *
11—A. F. Thomas *
12—L. Harris
13—C. A. Bal
14—F. W. Johnson
15—S. H. Goodwin
16—A. J. Van Dervelde
17—P. C. Fielding
18—A. W. Thomas
19—H. V. Schofield
20—J. C. Barlow
21—W. Barker
22—F. J. Van
23—S. R. Hall
24—E. Wood
25—J. B. Worley
FRANCE—J. H. Davis & Co.
J. H. Davis
AUSTRIA—Joe Lesti, Nig.
Emanuel Lauterbach
LATVIA—O. & J. Dalitz Bros.
James Dalitz
GUATEMALA—James P. Howell
1—D. V. Elias
2—V. M. Ramirez
SWEDEN—A. B. W. Banzhaf
Jonas Eriksson

The Employment Department and its Opportunities

By MAIDA THRESHER, Mgr. St. Louis Employment Department



During the last twelve months, Miss Thresher, Manager of our St. Louis Employment Department, made an exceptionally fine record by securing over 100 per cent. of her quota under positions filled and 200 per cent. of her sales quota. She has also devoted a great deal of time to calling on commercial houses and schools which is one of the very best ways of advertising her department.

We are pleased to submit the following article which Miss Thresher has so kindly written for us as she has given us some very interesting and helpful points upon the conducting of a successful Employment Department.

A. M. STONEHOUSE,
Manager School Department.

There is perhaps no vocation in the field of commercial activities today that affords a greater opportunity to serve than that of Employment Manager—an opportunity to serve the employer, the employee and our Company. The more efficiently we serve employer and employee, the greater the returns to our Company; for primarily, the purpose of our Employment Departments is to sell a greater number of Royal Typewriters.

The importance of proper selection of employees can hardly be over-emphasized since an office in the last analysis depends upon the human element for success. The management of an institution may provide model equipment and may develop faultless systems but the office will not operate successfully unless the individuals who actually do the work are able to co-operate intelligently. A poor selection is costly to both employer and our Company. If the Employment Manager makes a poor selection the employer is apt to think that Royal

Typewriters are no more adaptable to his business than the employee which we sent him.

It would be unreasonable to take the stand that any plan can be developed which would wholly eliminate errors of selection. There are, however, definite principles and methods that reduce the chance for error to a minimum. In the first place the Employment Manager must know the capacity of the applicant. This information is obtained by tests, communicating with references and close observation while interviewing the applicant. By means of the interview the Employment Manager should determine upon a mental and moral rating for the applicant—taking into consideration, in determining upon the metal rating, the personality, general appearance and attitude of the applicant. The attitude of the applicant is indicative of sincerity, capacity for development, and general ability. Careful observation of the eyes and face of the applicant should give the Employment Manager a fairly reliable indication of the moral rating of the applicant.

Secondly, without an intimate knowledge of the work to be done, the Employment Manager can not hope to achieve the best results. This knowledge is obtained when the call is received, or preferably, if time permits, by a personal call at the employer's office. This enables one to become better acquainted with the employer

—leaves the impression of a keener interest, or greater desire to be of service to the employer, and affords the Employment Manager an excellent opportunity to make a mental survey of the surroundings. I do not attempt to fit the applicant to the position nor the position to the applicant; but, find the applicant who is already fitted for the position.

Applicants are received in our Department very cordially, and when the occasion requires, sympathetically.

I make it my business to see that each and every applicant sent on a position is familiar with the Royal, and emphatically impress upon all such applicants the allegiance that they owe the Royal Typewriter.

No one could possibly ask for closer co-operation than is given my Department by the Sales Organization. I am advised promptly of new concerns opening up as well as changes in personnel of established concerns that I may have the opportunity of serving them.

I visit the schools frequently and take particular pains in placing students in positions where I am sure they will succeed. In my opinion, many promising students have had their fondest hopes blighted through having been placed in positions requiring experience; with the result that they became discouraged, lost confidence in themselves and gave up stenography and typewriting.

In conclusion, I wish to say that I find real pleasure, yes, thrills, in employment work and, therefore, I am enthusiastic at all times. Each month new experiences show the wonderful possibilities of this department. The fact that we are rendering quality service gratis to employer and employee, thereby benefiting the Royal Typewriter Co., should inspire every Employment Manager.

Employment and School Department News

School Sales Contest

This month we are listing only the branches who have succeeded in making their quotas on Positions Filled and Sales Made for the month of June, although many other branches nearly succeeded in passing their quota figures.

The leaders of the District Branches in each group are as follows:

Positions Filled	Sales Made
Indianapolis 163%	Kansas City 95%
Calls Made on Customers	Beginners Placed
Minneapolis	New York City

The leaders of the Branches are as follows:

Positions Filled	Sales Made
Peoria 200%	Houston 300%

Below are the Branches who made their quotas on positions filled for the month of June:

District Branches	Branches
Indianapolis	Peoria
Detroit	Jacksonville
Atlanta	Fort Worth
Chicago	Houston
Portland, Ore.	Akron
St. Louis	Worcester
Kansas City	
Minneapolis	
New York City	

Below are the District Branches who made their quotas on sales for the month of June:

Kansas City	Portland, Ore.
St. Louis	New York City
Baltimore	Louisville
Atlanta	Indianapolis

Trying to skim a large territory does not pay you or the company. Typewriter sales do not grow like wild flowers. They must be cultivated and raised. The world would starve to death on wild rice and go without wild strawberries.

Correction

Quotas were smashed to bits when Louisville came in for the month of June with 789 per cent. of their monthly quota, and Atlanta landed second place with 533 per cent. Here are a couple of records for the branches to surpass during the remaining months of the year.

In spite of these high percentages, Fresno still holds the lead for the year. Louisville has nosed Columbus out of second place with their exceptional June record, but Columbus still remains a leader in third position.

The entire standing will be sent you by letter in a few days.

Correction

The "Royal Standard" is always pleased to make corrections where it has been in error.

Below you see the picture of Miss Margaret Anderson, winner of the Southern California Typewriting Championship, which was reported in our last issue.

Miss Anderson's picture, however, was printed with the name of Miss Evelyn Smith below it, so we are taking this opportunity of informing our readers who the young lady pictured really was, and apologize for the error.

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Miss Margaret Anderson

With Prize Cup

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